Web Design Consultancy Services

Background

About the Convention on Biological Diversity
Signed by 150 government leaders at the 1992 Rio Earth Summit, the Convention on Biological Diversity (CBD) is dedicated to promoting sustainable development. Conceived as a practical tool for translating the principles of Agenda 21 into reality, the CBD recognizes that biological diversity is about more than plants, animals and microorganisms and their ecosystems – it is about people and our need for food security, medicines, fresh air and water, shelter, and a clean and healthy environment in which to live.

The CBD is one of the most broadly subscribed international environmental treaties in the world. It currently has 191 Parties—190 States and the European Community—who have committed to its three main goals: the conservation of biodiversity, sustainable use of its components and the equitable sharing of the benefits arising out of the utilization of genetic resources. The Secretariat is located in Montreal, Canada. Refer to www.cbd.int.

About the 2010 Biodiversity Target
The Conference of the Parties (COP), the governing body for the CBD, adopted the Strategic Plan, in which Parties committed themselves to the 2010 Biodiversity Target: to achieve by 2010 a significant reduction of the current rate of biodiversity loss at the global, regional and national level as a contribution to poverty alleviation and to the benefit of all life on Earth.

The 2010 Biodiversity Target was subsequently endorsed by the World Summit on Sustainable Development and the United Nations General Assembly, both of which highlighted the essential role of biodiversity in meeting the Millennium Development Goals (MDGs). The 2010 Biodiversity Target is now incorporated into the MDGs.

In subsequent decisions, the COP adopted a framework to facilitate and communicate the assessment of progress towards achieving the 2010 Biodiversity Target and to provide a flexible framework within which national and regional targets may be set. (www.cbd.int/2010-target/goals-targets.shtml).

About the International Year of Biodiversity
Proclaimed by the United Nations General Assembly, the International Year of Biodiversity (IYB) will take place in 2010. The celebrations of the IYB will raise public awareness of the importance of biological diversity to human well-being and poverty reduction and will encourage a global discussion on the extent to which the goals of the CBD and relevant MDGs have been met. It will also be a celebration of successes in achieving the 2010 target. The objective is to have these discussions culminate in a commitment, by the global community, to reinforce implementation of the goals of the CBD beyond 2010.
Primary responsibility for celebrating the IYB rests with the Parties to the CBD and with relevant organizations. The Secretariat of the Convention on Biological Diversity is the focal point for the year, and is responsible for creating branding and messaging and the development information materials, to be used by national governments, and other partners in mounting their own celebrations.

**About the CBD Clearing-House Mechanism and the CBD Website**

The Clearing-House Mechanism (CHM) is the information exchange platform of the Convention on Biological Diversity. Created in accordance with Article 18(3), it has evolved into a global network of websites with the CBD website ([www.cbd.int](http://www.cbd.int)) as its central node. This website has been playing an increasing role in information exchange and outreach, and it will be enhanced the meet the challenges of the forthcoming IYB.

**Work to be Undertaken**

The work will be undertaken under the supervision of the Clearing-House Mechanism Programme Officer in charge of the CBD website in close collaboration with the Programme Officer in charge of the International Year of Biodiversity.

The web designer's main tasks will be to enhance the CBD website by:

1. Creating an attractive and modern web portal to promote the International Year of Biodiversity.
2. Designing an attractive IYB presence on Facebook.
3. Developing web portals on COP 10 and other major CBD meetings.
4. Designing enhanced web page templates for the CBD website, especially for the home page, and the major web sections and inner pages.
5. Improving overall user experience; web usability, consistency, and typography.
6. Recommending and implementing other relevant web design changes.

The content and features of the IYB website is likely to include the following items:

- News and stories.
- An SCBD Calendar of events.
- Links to partners’ websites and event calendars.
- Blogs or discussion forums.
- Multimedia items such as photos, videos or audio recordings.
- Maps for geo-locating information on activities by Parties and other partner organizations
- Connections to popular web 2.0 services such as Facebook, YouTube, and/or Twitter
- Publications in PDF as well as the source files
- Outreach materials.
- Additional relevant information.

The web portal for COP 10 will be based on the existing meeting portal structure and will be visually enhanced to improve attractiveness. Web design work devoted to meeting portals will be proportional to the importance of each meeting.

Enhancements to the CBD website will primarily focus on the design of the home page which should provide a balanced mix of key information and links, including biodiversity facts. Existing page templates will be reviewed to improve user experience, consistency and usability.

The web designer will be encouraged to make use of his/her expertise and creativity to propose and implement relevant website enhancements.
Organization of Work
The consultant will work remotely through a secure high-speed reliable Internet connection (SSH/RDC). In addition to e-mail and phone, they should be reachable through modern Internet communication tools such as Skype or GoogleTalk. The CBD Secretariat will facilitate the establishment of the appropriate working environment.

Deliverables
The deliverables consist of the following products and services.

1. The web portal on the International Year of Biodiversity, with an initial version to be launched on 9 November 2009
2. The IYB page on Facebook.
3. The web portal on COP 10 and other major meetings.
4. The new templates for the CBD websites, including the home page, the major web sections and inner pages.
5. Graphical elements for enhancing the visual consistency of the website.
6. All related source files and documentation.

Timeframe
A total timeframe of six months is envisaged for the delivery of products and services specified above from end October 2009 until April 2010. The workload will be high during the first two months in order to deliver major initial products in time. During the following months the work will mostly consist of extensions and maintenance carried out on a part time basis.

Modalities of Payment
Total fees of USD 20,000 will be paid based on the following schedule:

1. USD 5,000 at contract signature.
2. USD 5,000 around mid December 2009 upon successful delivery of the initial products.
3. USD 5,000 in the course of February 2010 upon successful maintenance and delivery of extensions.
4. USD 5,000 at the end of the consultancy upon successful delivery of all products and services.

Qualifications

Education
University degree in communication technologies or equivalent, preferably with a specialization in web design.

Work Experience
Minimum 3 years of recent experience in designing user-friendly, visually-attractive and modern websites (including their graphical components) following web design standards and making appropriate use of Web 2.0 technologies.
Technical Skills and Expertise

- Expert knowledge of modern website design techniques, including graphical design.
- Knowledge of modern graphic design software tools such as Adobe Creative Suite.
- Knowledge of vector-based imagery, such as maps and logos is essential.
- Expert knowledge of modern web standards and usability guidelines.
- Expert knowledge of XHTML, CSS & Javascript.
- Expert knowledge of Web 2.0 services.
- Basic knowledge of Internet protocols, databases & programming.
- Basic Knowledge of XML standards and technologies, including AJAX is an asset.

Core Competencies

- Professionalism – Strong knowledge of the field of expertise with good analytical skills and ability to solve problems.
- Planning & Organizing - Ability to plan work and manage conflicting priorities.
- User Orientation – Ability to understand, analyze and respond to user needs.
- Commitment to Continuous Learning – Willingness to keep abreast of new developments in the field of expertise.
- Communication – Good spoken and written communication skills, including the ability to liaise with technical staff and present information in a clear and concise style.
- Teamwork - Good interpersonal skills and ability to establish and maintain effective partnerships and working relations in a multi-cultural, multi-ethnic environment with sensitivity and respect for diversity.

Languages

Fluency in English; fluency in French or another United Nations official language is an asset

Application

Submissions should contain an expression of interest, together with the curriculum vitae of the expert, stating his/her relevant experience and capacity to undertake the work.

All submissions should be made electronically to secretariat@cbd.int before 21 October 2009